

2014-15 College/University Flu Vaccination Challenge

Courtney Londo & Stefanie DeVita

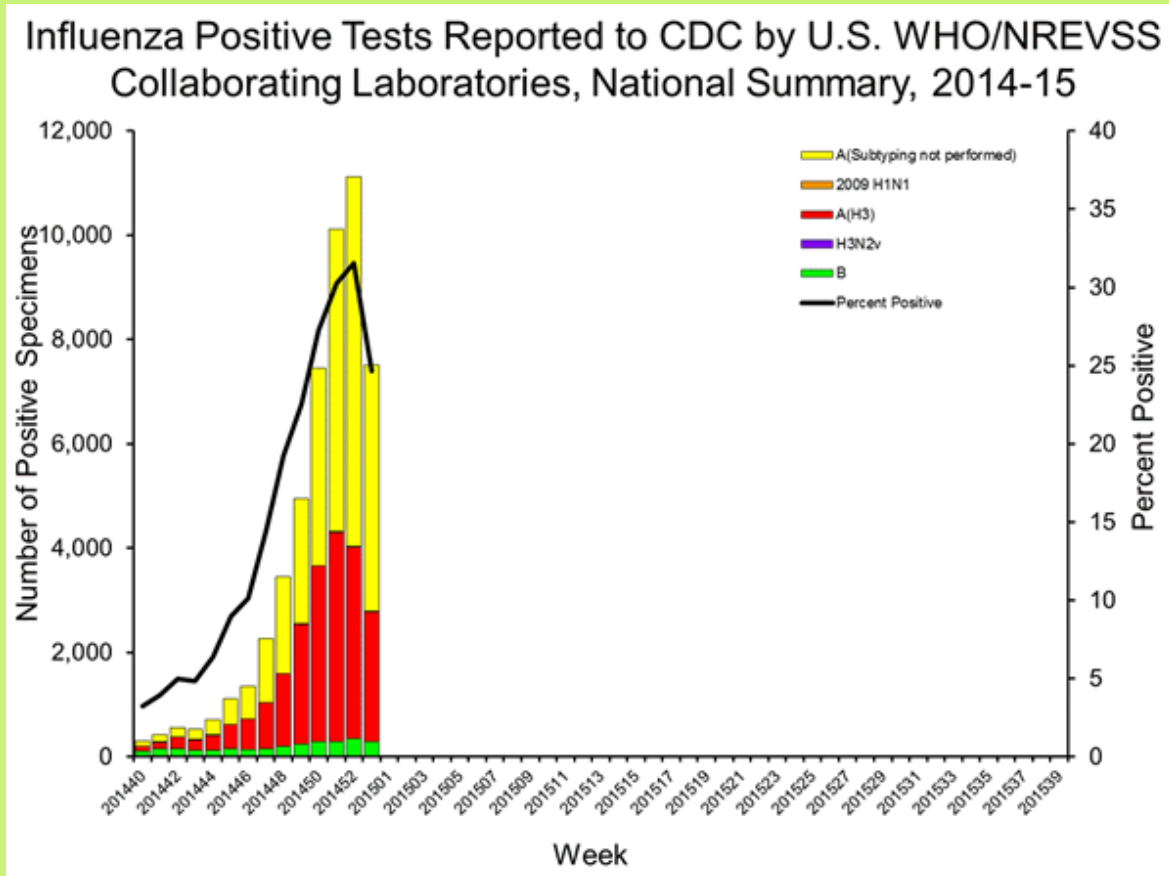
Closing Webinar

January 15,
2015

2014-15 FLU SEASON UPDATE

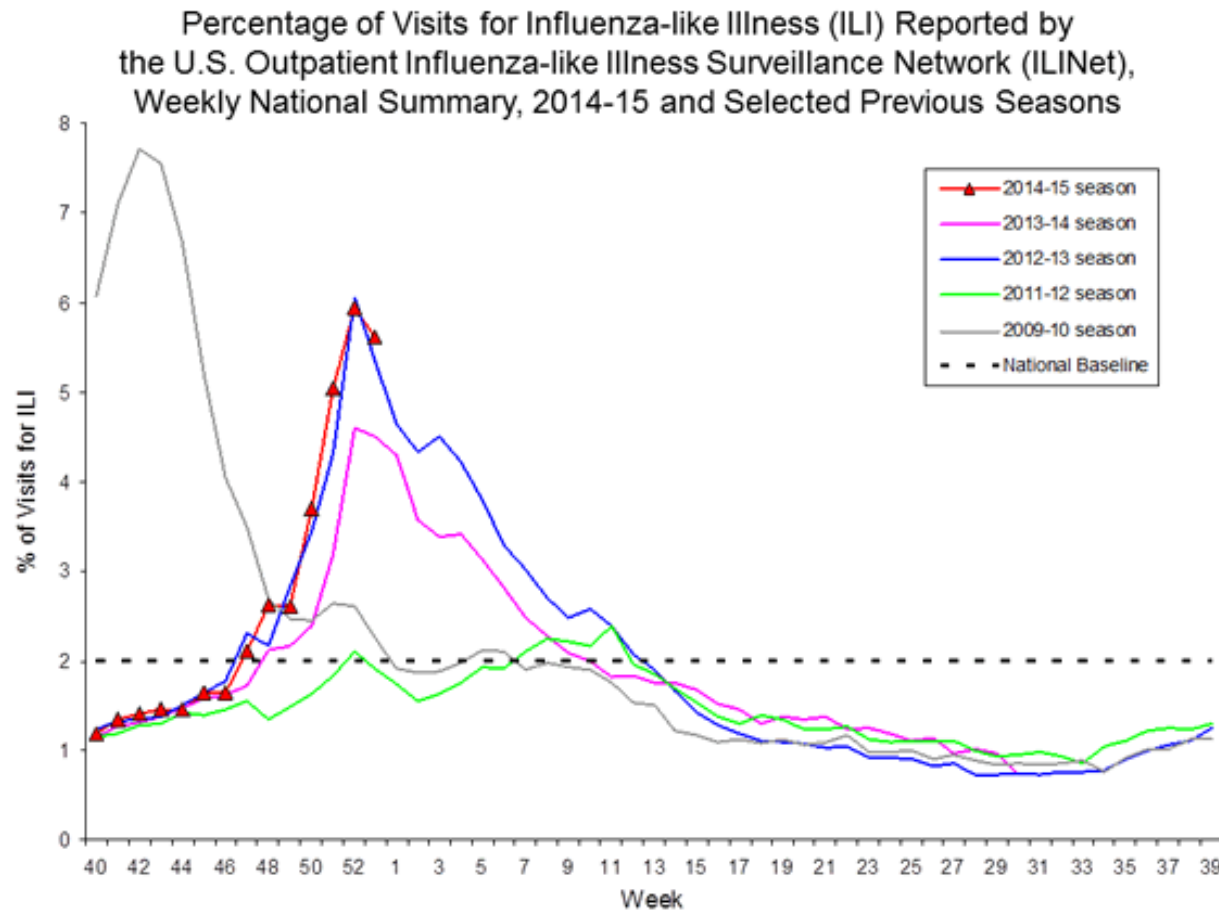
2014-15 NATIONAL FLU UPDATE

- So far this flu season, H3N2 has been predominant strain



www.cdc.gov/flu/weekly

OUTPATIENT INFLUENZA-LIKE ILLNESS

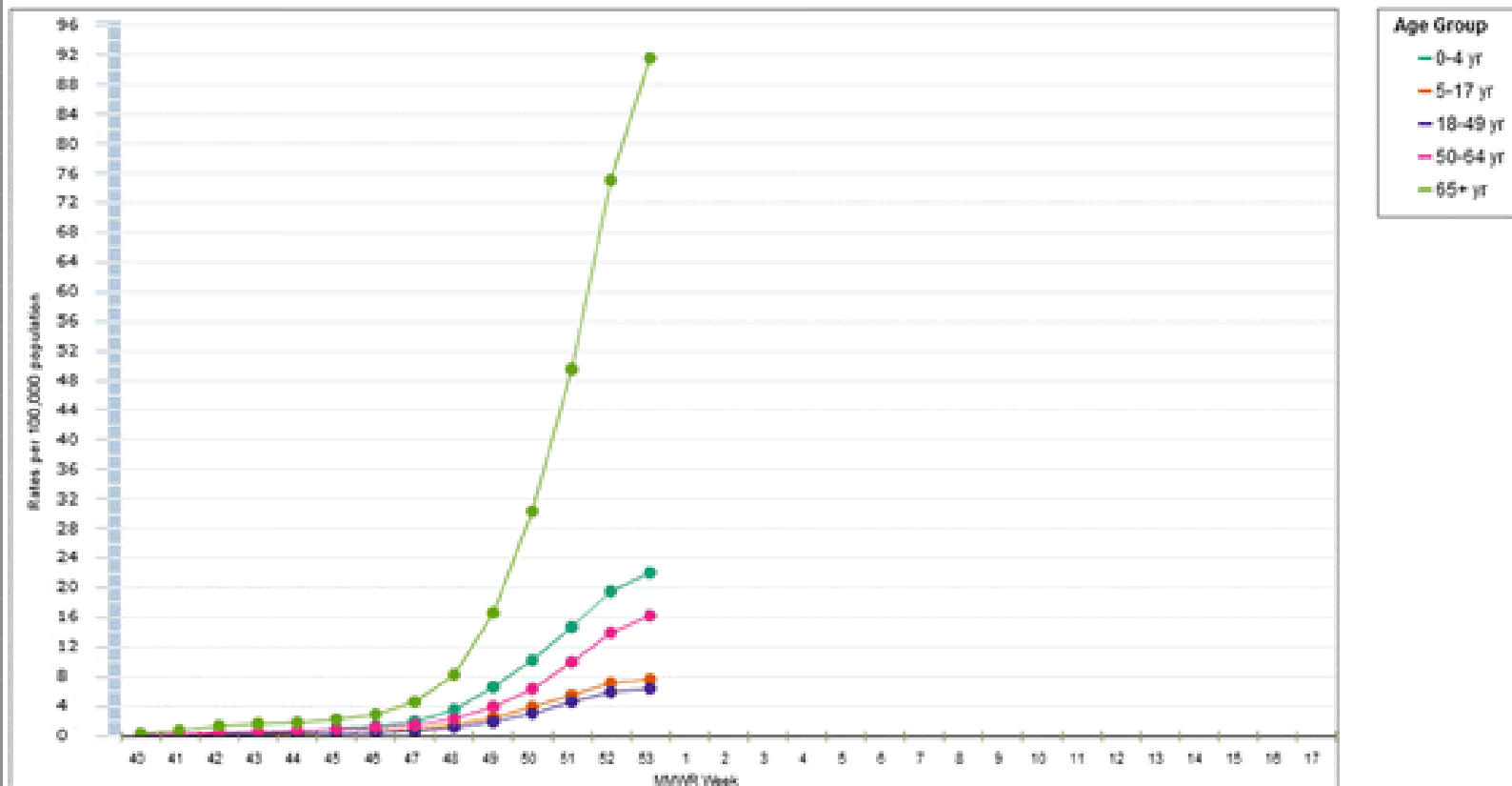


*There was no week 53 in the previous influenza seasons displayed above; therefore the week 53 data point for those seasons is an average of weeks 52 and 1.

FLU HOSPITALIZATIONS

Laboratory-Confirmed Influenza Hospitalizations

Preliminary rates as of Jan 03, 2015



www.cdc.gov/flu/weekly

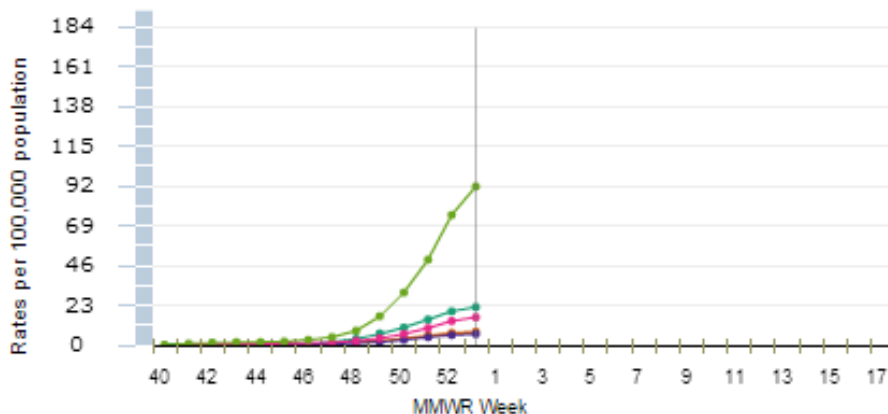
FLU HOSPITALIZATIONS, 2014-15 VS 2012-13

Age Group

- 0-4 yr
- 5-17 yr
- 18-49 yr
- 50-64 yr
- 65+ yr

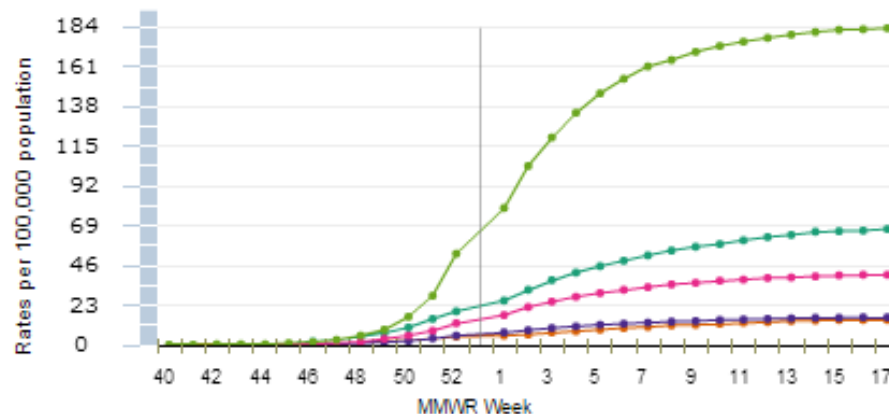
FluSurv-NET :: Entire Network :: 2014-15 Season

Click and drag to create rectangle to zoom

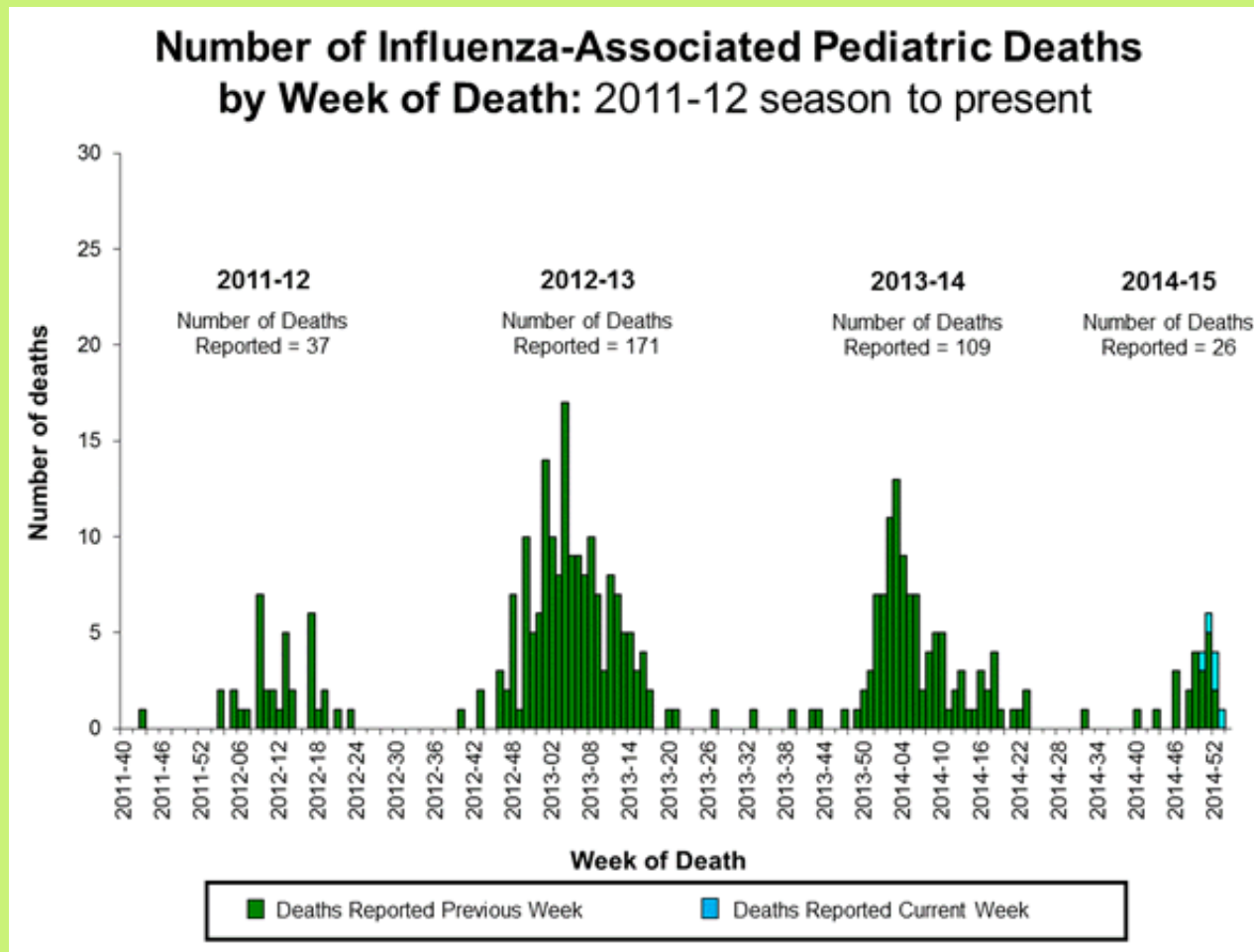


FluSurv-NET :: Entire Network :: 2012-13 Season

Click and drag to create rectangle to zoom



INFLUENZA PEDIATRIC DEATHS



www.cdc.gov/flu/weekly

ANTIGENIC CHARACTERIZATION

- CDC has characterized 355 flu viruses through January 3
- 10 A(H1N1)pdm09 (all 10 match vaccine strain)
- 57 influenza B viruses: 40 Yamagata (all 40 match vaccine strain), 17 Victoria (15 of 17 match vaccine strain)
- 288 A(H3N2)
 - 31.6% match vaccine strain
 - 68.4% don't match, most are A/Switzerland/9715293/2013
 - A/Switzerland is H3N2 component in 2015 Southern Hemisphere flu vaccines
 - Small numbers first detected in U.S. in March 2014, began to increase in spring/summer

CDC HEALTH ALERT

- CDC held telebriefing January 9, transcript available at www.cdc.gov/media
- Antivirals underutilized by patients and clinicians, important second line of defense against flu
- CDC Health Alert on flu antivirals January 9
 - <http://emergency.cdc.gov/HAN/han00375.asp>
- All hospitalized, severely ill, and high risk patients with suspected flu should be treated with antivirals
- Antiviral treatment should be started as soon as possible after onset, do not wait for lab confirmation of influenza
 - Ideally, initiate treatment within 48 hours, but after 48 hours can still be beneficial for some pts.

WHO IS AT HIGH RISK?

- Children less than 2 years
- Adults 65 years & older
- Persons with chronic medical conditions
- Immune suppressed
- Pregnant or postpartum women
- Persons less than 19 years on long-term aspirin therapy
- American Indians/Alaska Natives
- Persons morbidly obese
- Residents of nursing homes/chronic care facilities

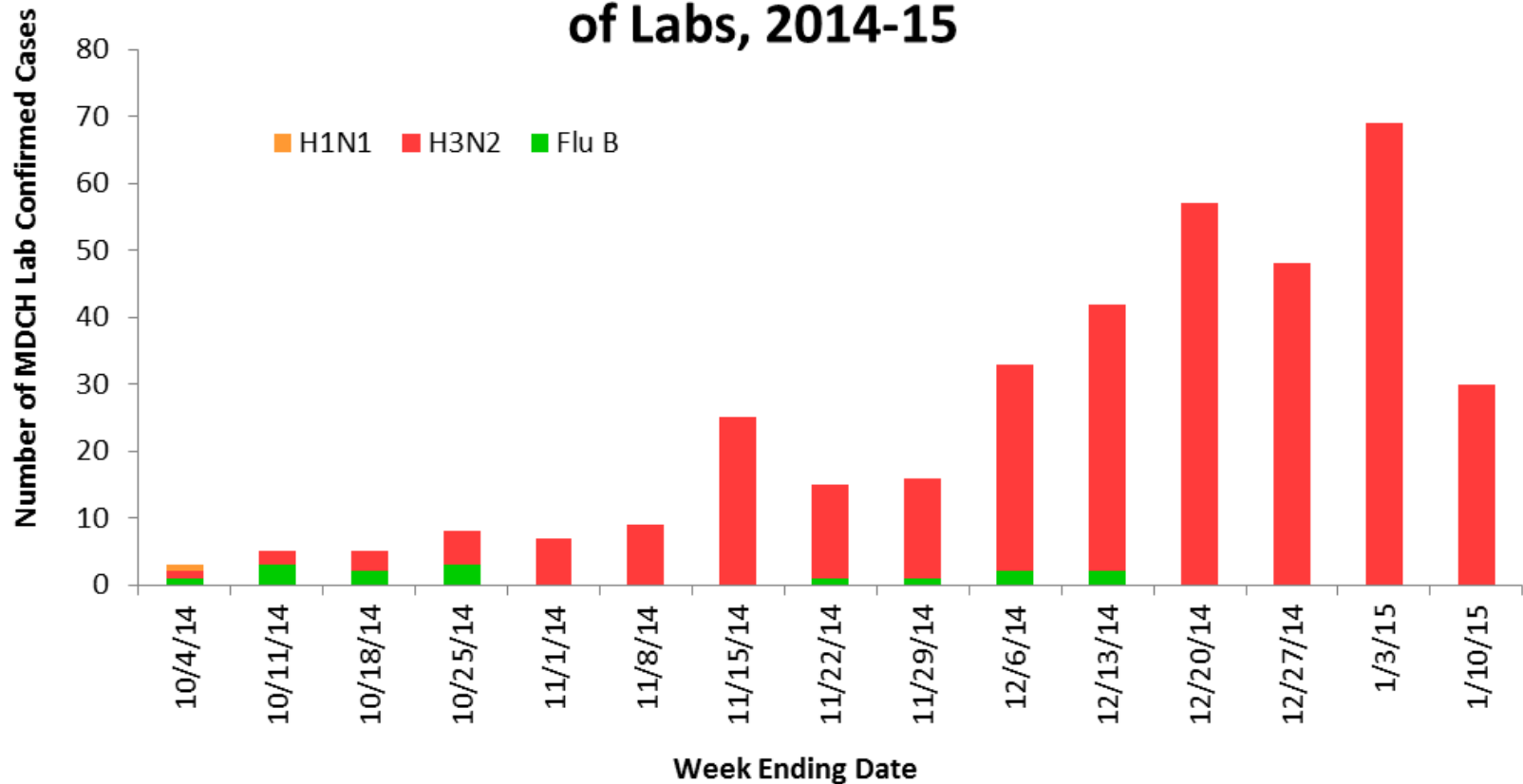
FLU ANTIVIRALS

- Oral oseltamivir (Tamiflu®)
- Inhaled zanamivir (Relenza®)
- FDA approved on 12/19/14: intravenous zanamivir (Rapivab®) for persons 18 years & older with acute, uncomplicated flu
- Currently, no national antiviral shortages, but local spot shortages have been reported for some formulations

<http://emergency.cdc.gov/HAN/han00375.asp>

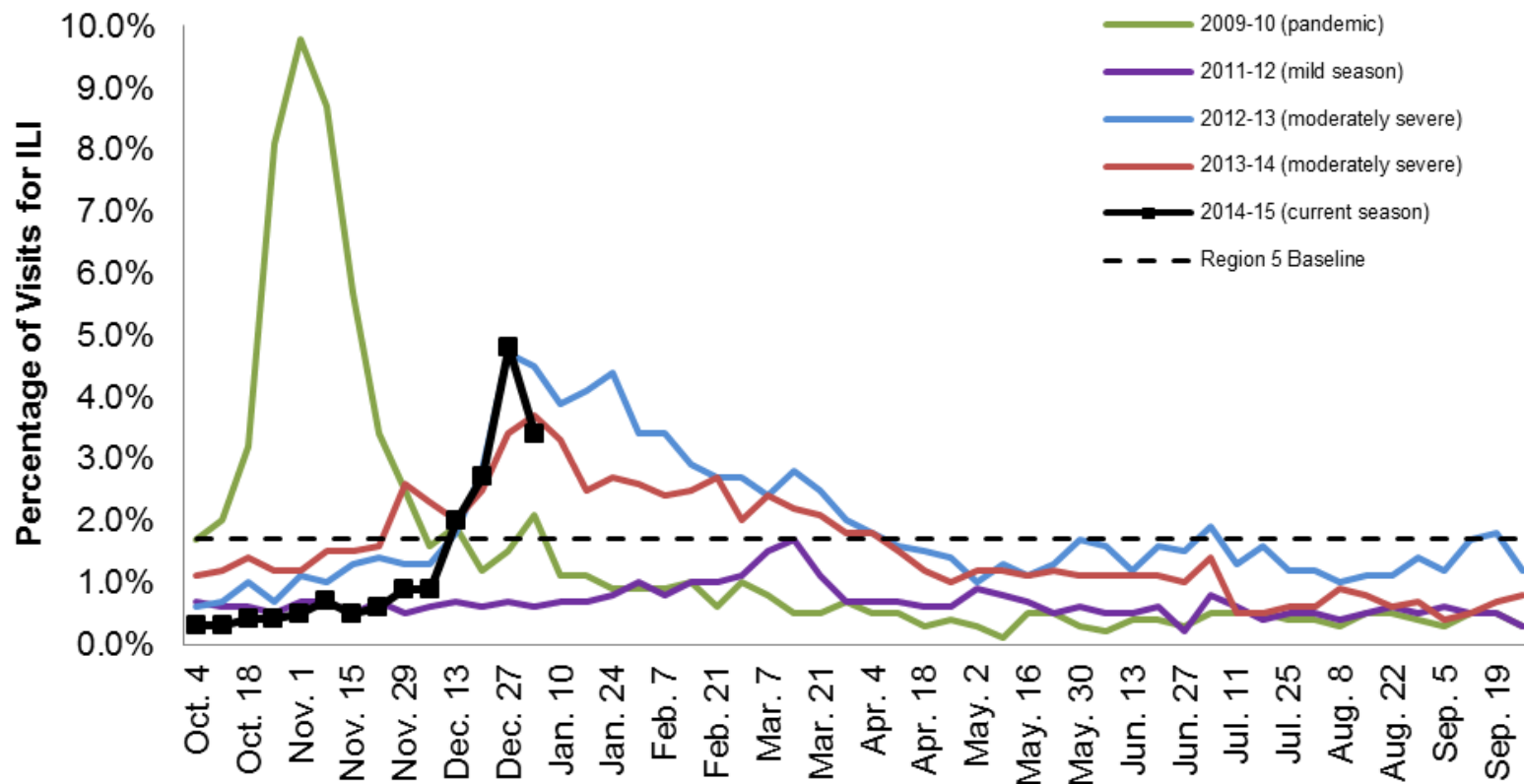
MICHIGAN FLU ACTIVITY

Influenza Positive Tests Reported by MDCH Bureau of Labs, 2014-15

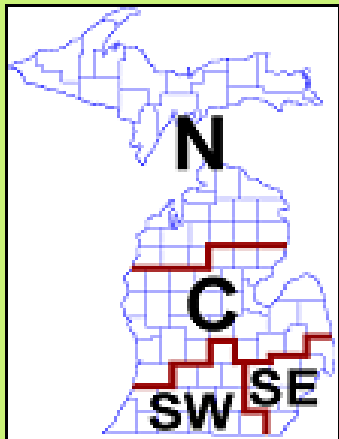


MICHIGAN OUTPATIENT FLU VISITS

Percentage of Visits for Influenza-like Illness (ILI) Reported by the US Outpatient Influenza-like Illness Surveillance Network (ILINet): Michigan, Select Seasons



MICHIGAN FLU HOSPITALIZATIONS



Age Group	Total 2014-15 Flu Hospitalizations to Date
0-4 years	16 (14C, 2SE)
5-17 years	23 (22C, 1SE)
18-49 years	36 (6C, 30SE)
50-64 years	50 (8C, 41SE, 1SW)
65 years & older	260 (13C, 235SE, 12SW)
Total	385 (63C, 309SE, 13SW)

Data from Flu Sentinel Hospital Network, MI Flu Focus Jan. 14:

http://www.michigan.gov/documents/mdch/MIFF_1-14-15_478985_7.pdf

MICHIGAN ANTIGENIC CHARACTERIZATION

- MDCH has results antigenic characterization results from CDC for 8 H3N2 viruses
- 3 of 8 (37.5%) match vaccine strain, specimens collected August 14 – September 10, 2014
- 5 of 8 (62.5%) did not match vaccine strain, similar to A/Switzerland/9715293/2013, specimens collected September 13 – September 24, 2014

TALKING POINTS ON 2014-15 SEASON

- Flu vaccine may not work as well against drifted H3N2 viruses, but can still protect many people and prevent flu complications
- Flu vaccine protects against 3 or 4 different viruses, and it's possible other viruses will circulate later in the season
- Urge flu vaccination for anyone who has not been vaccinated yet this season, it's not too late
- Antivirals are second line of defense to treat flu illness, but under-prescribed by healthcare providers
- Antivirals work best when given early (within 48 hours symptom onset)

MI FLU FOCUS SURVEILLANCE NEWSLETTER



MI Flu Focus Influenza Surveillance Updates Bureaus of Epidemiology and Laboratories



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January 14, 2015
Vol. 11; No. 53

MI's Current Influenza Activity Level:
Widespread

Updates of Interest:
On January 9, CDC distributed a Health Update regarding treatment of influenza patients with antiviral medications, see the Update [here](#).

Influenza Surveillance Report for the Week Ending January 3, 2015

Michigan Disease Surveillance System

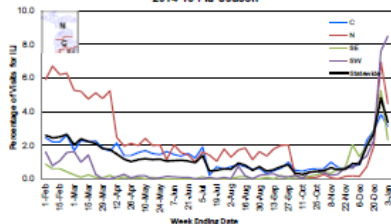
MDSS influenza data indicated that compared to levels from the previous week, aggregate reports remained the same and individual reports increased slightly. Aggregate reports were low compared to previous weeks which may be partially due to the school holiday break. Aggregate reports are higher and individual reports are much higher than levels seen during the same time period last year.

Emergency Department Surveillance

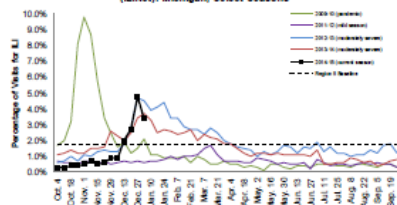
Compared to levels from the week prior, emergency department visits from constitutional complaints decreased while respiratory complaints remained the same. Levels of constitutional and respiratory complaints were slightly higher when compared to the same time period last year.

- 1 constitutional alert (1C)
- 5 respiratory alerts (2SW, 2C, 1N)

Percentage of Visits for Influenza-like Illness (ILI) Reported by Sentinel Providers, Statewide and Regions 2014-15 Flu Season



Percentage of Visits for Influenza-like Illness (ILI) Reported by the US Outpatient Influenza-like Illness Surveillance Network (ILINet): Michigan, Select Seasons



Sentinel Provider Surveillance

The proportion of visits due to influenza-like illness (ILI) decreased to 3.4% overall; this is above the regional baseline (1.7%). A total of 277 patient visits due to ILI were reported out of 8,207 office visits. Please note: These rates may change as additional reports are received.

Number of Reports by Region (39 total):

- C (18)
- N (4)
- SE (13)
- SW (4)

Become a Sentinel Provider!

As part of pandemic influenza surveillance, CDC and MDCH highly encourage year-round participation from all sentinel providers. New practices are encouraged to join the sentinel surveillance program today! Contact Stefanie DeVita at devitas1@michigan.gov for more information.

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■ If you're interested in receiving weekly flu surveillance updates from MDCH, contact me at:

DeVitaS1@michigan.gov

HEALTH HEROES JOINT INITIATIVE WITH ALANA'S FOUNDATION

- Pilot project for 2014-15 flu season
 - 4 counties participated: Macomb, Oakland, Washtenaw and St. Clair
 - Served elementary, middle, and high schools
 - Nearly 4,000 doses administered to students and staff
 - Private insurance or Medicaid - no out of pocket expenses or deductibles
 - Uninsured given vaccine, free of charge
 - Primarily use LAIV, but IIV is available
- Sandra DiSalvo
 - Phone: 256-426-5389
 - E-mail: sandy@healthheroes.us
 - Website: <http://www.healthheroes.us/>
- Potential for expanding to colleges and universities next season
- Will give update during February Flu Advisory Board meeting

CHALLENGE WINNERS

MDCH PRESS RELEASE



Go

Birth, Death, Marriage and Divorce Records

MDCH

Physical Health & Prevention

Pregnant Women, Children & Families

Behavioral Health & Developmental Disability

Health Care Coverage

Statistics and Reports

Providers

Inside Community Health

Public Safety & Environmental Health

MDCH Announces Flu Vaccination Challenge Winners, Reminds Residents to Immunize

Contact: Jennifer Smith 517-241-2112

For Immediate Release: December 8, 2014

LANSING, Mich. – This year, in an effort to raise vaccination rates among young adults, Michigan Department of Community Health (MDCH) partnered with 14 colleges and universities in the first annual Flu Vaccination Challenge to see which school could get the highest flu vaccination rate on their campus. Today, as part of the National Influenza Vaccination Week, MDCH announced that Hope College, Wayne State University, and Michigan State University are the winners of the 2014-2015 Flu Vaccination Challenge.

"Vaccination is the single best way to prevent against getting the flu," said Nick Lyon, director of the MDCH. "I congratulate the winners of this year's Flu Vaccination Challenge, and applaud all of the colleges and universities that partnered with us to raise awareness and vaccination rates on their campuses."

The announcement comes as influenza activity is increasing in the state, especially in Michigan's Southwestern region. MDCH is urging residents not to wait to get their flu vaccine this

www.michigan.gov/mdch

so they are protected before flu becomes widespread in Michigan.

The flu can be serious, and complications are usually more common in young children, older adults, pregnant women, and people with chronic health conditions. Last flu season, influenza particularly affected healthy young and middle-aged adults. This is why MDCH urges everyone age 6 months and older, regardless of health status, to protect themselves against the flu.

Each flu season is unpredictable. The 2013-14 season began relatively early, was moderately severe, and was predominantly an H1N1 season. So far in 2014-15, flu activity is increasing and we are primarily seeing H2N2 along with some influenza B viruses. Nationally, about half of

Related Content

- Some Employees Return, Trainings Conducted at Kalamazoo Psychiatric Hospital
- Michigan Launches Website, Releases RFP about Trauma and Toxic Stress on Children
- MDCH Designates, Recognizes Trauma Centers in Michigan
- Healthy Michigan Plan Surpasses Total Enrollment Projection in Eight Months
- MDCH Releases a New RFP for the Children's Behavioral Action Team Project
- MDCH Reminds Residents to Get Flu Vaccine Against
- Progress at Kalamazoo Psychiatric Hospital
- Michigan State Loan Repayment Program to Grant \$2.7 Million in Debt Relief
- New Michigan Mobile App Makes Creating



Flu Vaccine: For Everyone, Every Year



Infant Safe Sleep Sign up for email from MDCH!

2014-15 CHALLENGE WINNERS

- Small schools (less than 10,000 undergrad students):

Hope College



- Medium schools (10,000-25,000 undergrad students):

Wayne State University



- Large schools (more than 25,000 undergrad students):

Michigan State University



NEWS NOW

nd's Micah DeJonge, West Ottawa's Blake Wheeler are Sentinel Water Polo Players of the Year

Holland residents raise funds to

Hope College wins MDCH's Flu Vaccination Challenge



COMMENT

Posted Dec. 8, 2014 @ 6:25 pm

The Michigan Department of Community Health recently announced Hope College as a winner of the 2014-2015 Flu Vaccination Challenge, a competition between 14 colleges and universities intended to raise vaccination rates among young adults.

Wayne State University and Michigan State University also won their respective categories, which were based on school size. The first annual event determined which school could achieve the highest flu vaccination rate on their campus, and winner announcements coincided with National Influenza Vaccination Week.

The announcement comes as influenza activity is increasing in the state, especially in Michigan's Southeast region. MDCH is urging residents not to wait to get their flu vaccine this year.

**Small
School
Winner**

UPDATE: Autopsy: Candelario aerosol cleaner before being found in Macatawa River Dec. 10, 2014

News Archive

Wayne State wins 1st place in flu vaccination challenge
December 11, 2014

[Email](#)[Print](#)[Share](#)

In an effort to raise vaccination rates among y
with 14 colleges and universities in the first an
vaccination rate on their campus.

2014-15 Flu Challenge Winners

- Small schools (less than 10,000 undergrads)
- Medium schools (10,000-25,000 undergrads)
- Large schools (more than 25,000 undergrads)

[WSU Campus Health Center held annual flu v](#)

Medium
School
Winner



HYC Program Request

Follow us on

[Home](#) [Our Services](#) [Appointments](#) [New Students](#) [Resources](#) [Disease Info](#) [Flu Shots](#) [Healthy You Crew](#) [Contact Us](#)

Welcome to the Campus Health Center

**CAMPUS FLU
VACCINATION
BATTLE**

**HELP WAYNE
STATE WIN!!!**

Did you get a flu shot
this year? Report it
on the survey and help
our campus beat out
other universities around
the state!

<http://www.surveymonkey.com/s/flubattle>

What We Do

Promote the health and well being of students at Wayne State University.
Provide health care services to prevent and treat common physical illness.
Help you stay healthy to help you attain your educational and personal goals.

Hours

Monday-Friday
9:00 am to 6:00 pm
[After Hours Urgent Care \(pdf\)](#)

Phone: 313-577-5041
Fax: 313-577-9581
campushealth@wayne.edu

Location

5200 Anthony Wayne Drive
Suite 115
Detroit, MI 48202

Located in the DeRoy Apartment
Building, across from Einstein
Bros. Bagels

[Directions](#)

[Map to Campus Health Center](#)
[Wayne State Campus Map](#)

MSU
TODAY

ADVANCING THE COMMON GOOD IN THE U.S. AND AROUND THE WORLD



Among colleges and universities in the state with more than 25,000 undergraduate students, MSU took the top spot in the Michigan Department of Community Health's first-ever Flu Vaccination Challenge.

Share Subscribe

PART 2

HARVEST TIME

SHARING THE ABUNDANCE



HELPING SCIENTISTS
BECOME BETTER
COMMUNICATORS



BOARD OF TRUSTEES TO MEET FRIDAY



SPARTAN
THIS WEEK

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Large School Winner



Hours & Phone

Olin Fall Hours

Monday - Friday 8a-6p
Saturday 10a-1p

Neighborhood Hours
Break Hours begin
12/12

Massage Therapy Hours

Appointments:

517.353.4660

Pharmacy: 517 353 9165

Pharmacy: 5

24/7 Phone Nurse:

517 353 5557

General Info: 517.884.6546

MSU Response to Ebola

Clinics

North - Olin Health Center

Brody - 148 Brody

South - G-17 Holden

East - 127 S Hubbard

River Trail - W9 McD

100

CHALLENGE DATA

SOCIAL MEDIA STATS

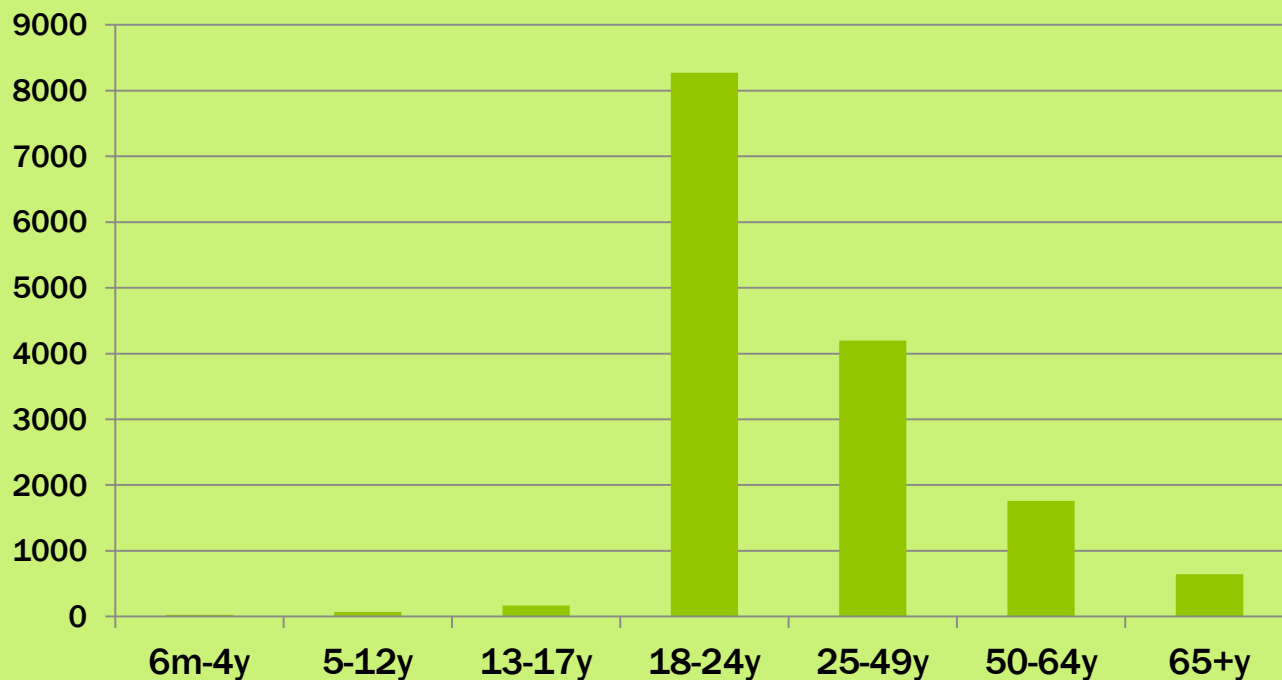
- **Official Flu Challenge Hashtags and Accounts:**
 - #fluchallenge
 - #fluselfie

Likes	Shares	Comments	Post Ttl Reach	Post Ttl Impressions	Engaged Users	Negative users
59	10	3	2,710	5,772	115	3

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

- 15,132 flu doses administered by “College/University Clinic” + WSU

College/University Clinic Flu Doses by Age Group

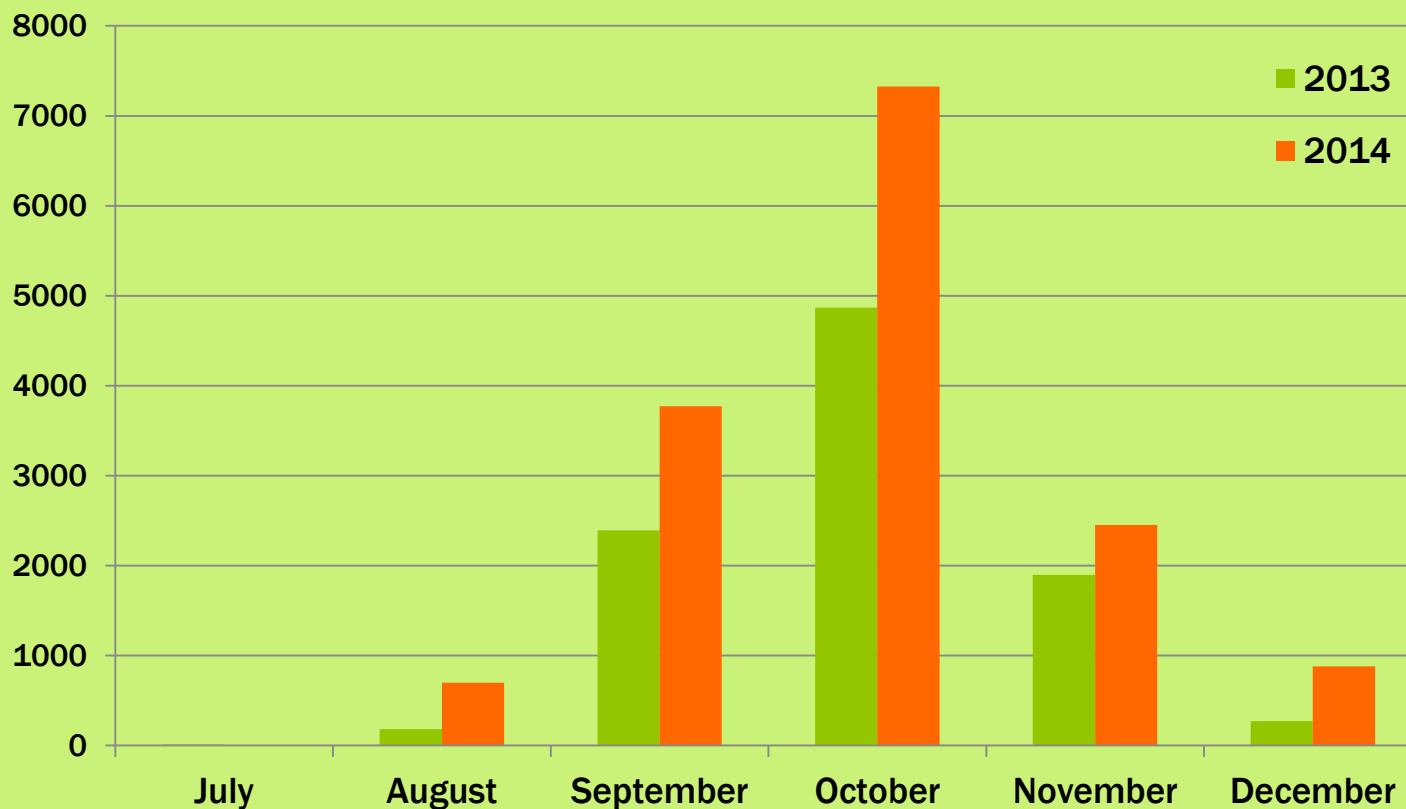


- Age range: 1-92 years, average age 30 years, median 23 years

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

- How did our pilot year compare to 2013?

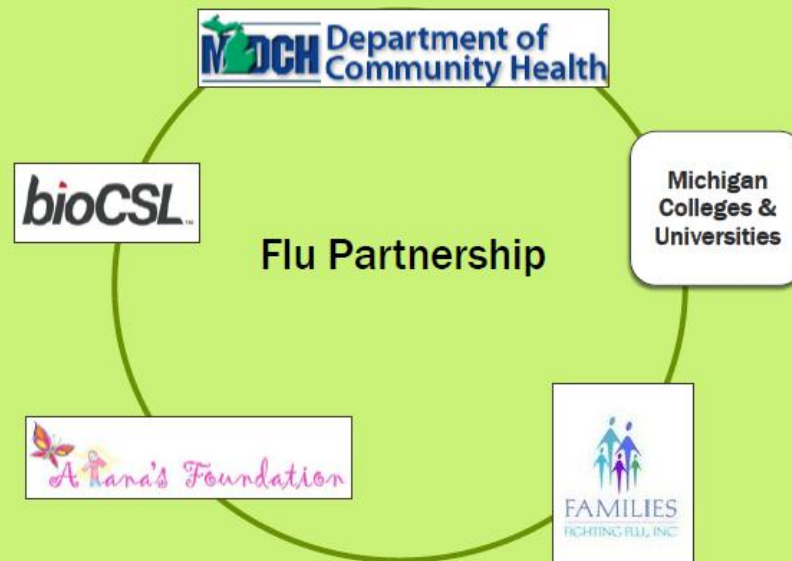
College/University Clinic Flu Doses by Month



CHALLENGE RESOURCES

EXTERNAL COLLABORATION

- Social media listening
- Helping increase awareness via print ad, PSA
- Not directly mentioning college flu challenge, but materials can be used by all enrolled schools



PRINT AD – CAMPUS NEWSPAPERS

I'M DOING IT FOR
MY SISTER.


TAKE THE CHALLENGE TODAY.

**I lost my sister to the flu.
Alana was a healthy young girl one
day, and she was gone the next.**

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated.¹ Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

**Visit your campus health center or find a clinic
at flushot.healthmap.org, and join the challenge
at www.surveymonkey.com/s/flubattle**

bioCSL

 Alana's Foundation

 FAMILIES
FIGHTING BULL, INC.



1. CDC



MOM KNOWS BEST PSA

- <https://www.youtube.com/watch?v=V7yQ3qD-DxI>



PRINTED MATERIALS FROM MDCH

- Enrolled schools
- Residence halls and student life groups (limited)
- Pharmacies in the counties of enrolled schools
- Local health departments
- Small stockpile at MDCH available upon request



MOVING FORWARD

ADDITIONAL AWARDS: MCIR

- **Largest number of flu vaccine doses administered and documented in MCIR**
 - Small, medium, and large-sized institution awards (total of 3)
 - MCIR data from July 1, 2014 to March 31, 2015
- **Most improvement in number of doses administered**
 - One award (all 14 schools eligible)
 - MCIR data from 2013-14 flu season compared to 2014-15 flu season
- **“Late season” MCIR award**
 - One award (all 14 schools eligible)
 - Largest number of flu vaccine doses administered and documented in MCIR from January 1, 2015 to March 31, 2015

ADDITIONAL AWARDS: “LATE SEASON” INNOVATIVE CHAMPION

- Awarded to an institution with the best “late season” flu vaccination campaign during January 1, 2015 to March 31, 2015
- Online nomination form to be distributed in early April
- Self-nomination process
- Award to be determined by selection committee comprised of MDCH staff and Alana’s Foundation

FLU CHALLENGE TIMELINE

- **January-March: Late season vaccination push**
- **April:**
 - Announce late season and MCIR award winners
 - Distribute evaluation survey in early April
 - Hold late season campaign webinar with schools
 - Evaluation survey results
 - Lessons learned, success/challenges
 - Improvements for potential 2015-16 Flu Challenge

THANKS TO PARTICIPATING SCHOOLS AND PARTNERS

Small



SOUTHWESTERN
MICHIGAN COLLEGE

Medium



Large

